

What is claimed is:

1. A communication apparatus comprising:
 - a receiving means for receiving a signal comprised of a mix of a program signal and an additional signal,
 - 5 a separating means for separating the program signal and the additional signal from said received signal,
 - 10 a determining means for determining whether or not to output in accordance with said additional signal, an output signal generating means for generating the output signal by using said separated program signal and additional signal when it is decided to output in accordance with said additional signal and 15 for generating the output signal by using said separated program signal where it is determined not to output in accordance with said additional signal, and an outputting means for outputting information in accordance with said generated output signal.
- 20 2. A communication apparatus as set forth in claim 1, further comprising a transmitting means for transmitting log information indicating a log of decisions whether or not to output in accordance with said additional signal to a transmitting side of said 25 received signal.

3. A communication apparatus as set forth in claim 1, wherein said receiving means receives a signal comprised of a mix of a program signal and an advertisement signal.

5 4. A communication system comprising:
a first communication apparatus for
transmitting a signal comprised of a mix of a program
signal and an additional signal and
a second communication apparatus for receiving
10 a signal transmitted by said first communication
apparatus, said second communication apparatus
comprising:
a receiving means for receiving the signal
transmitted by said first communication apparatus,
15 a separating means for separating the program
signal and the additional signal from said received
signal,
a determining means for deciding whether or not
to output in accordance with said additional signal,
20 an output signal generating means for
generating an output signal by using said separated
program signal and said additional signal when it is
decided to output in accordance with said additional
signal and generating an output signal by using said
separated program signal where it is decided not to
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output in accordance with said additional signal, and
an outputting means for outputting information
in accordance with said generated output signal.

5. A communication system as set forth in claim 4,
5 wherein

10 said second communication apparatus further has
a transmitting means for transmitting log information
indicating a log of decisions of whether or not to output
in accordance with said additional signal to the
10 transmitting side of said received signal and

15 said first communication apparatus charges the
user of said first communication apparatus based on said
log information received from said second communication
apparatus.

20 6. A communication system as set forth in claim 5,
wherein said first communication apparatus

transmits a signal comprised of a mix of a
program signal and an advertisement signal and
performs processing for reducing a fee charged
20 to the user of said second communication apparatus for
transmission of said program signal when said
advertisement signal was output in said second
communication apparatus based on said log information
received from said second communication apparatus.

25 7. A communication system as set forth in claim 5,

wherein said first communication apparatus performs processing for reducing the fee charged to the user of said second communication apparatus for transmission of said program signal when said additional signal was

5 output in said second communication apparatus based on said log information received from said second communication apparatus.

8. A communication system as set forth in claim 4, wherein said first communication apparatus charges the 10 user of said second communication apparatus according to a condition determined in advance.

9. A communication system as set forth in claim 4, wherein said first communication apparatus transmits a signal comprised of a mix of a program signal and an 15 advertisement signal.

10. A communication apparatus comprising:
an operating means operated by a user,
a transmitting means for issuing a request
instructing the transmission of an additional signal in
20 accordance with operation of said operating means by said user,

a receiving means for receiving a signal
comprised of a mix of a program signal and an additional
signal in accordance with said request,

25 a separating means for separating the program

signal and the additional signal from said received signal,

an output signal generating means for generating an output signal by using said separated 5 program signal and additional signal, and

an outputting means for output information in accordance with said generated output signal.

11. A communication method of a reception side of a signal comprised of a mix of a program signal and an 10 additional signal, comprising the steps of:

separating a program signal and an additional signal from said received signal,

determining whether or not to output in accordance with said additional signal,

15 generating an output signal by using said separated program signal and additional signal where it is decided to output in accordance with said additional signal,

generating an output signal by using said 20 separated program signal when it is decided not to output in accordance with said additional signal, and

outputting information in accordance with said generated output signal.

12. A communication method as set forth in claim 25 11, further comprising the steps of

transmitting log information indicating a log of decision of whether or not to output in accordance with said additional signal from said reception side to the transmission side and

5 charging said reception side user based on said
log information on said transmission side.

13. A communication method as set forth in claim
12, further comprising the steps of

transmitting a signal comprised of a mix of a
10 program signal and advertisement signal therein from said
transmission side to said reception side and

having said transmission side perform processing for reducing a fee charged to said reception side user for transmission of said program signal where 15 said advertisement signal is output on said reception side based on said log information received from said reception side.

14. A communication method as set forth in claim
12, further comprising a step of processing for
increasing the fee charged to said reception side user
for transmission of said program signal on said
transmission side when said additional signal is output
on said reception side based on said log information
received from said reception side.